
From: Miriam Lens
Sent: Tuesday, October 15, 2013 3:51 PM
To: Dianne McDermott; Elisa Marquez; Mariellen Faria; Mary Lavelle; Rodney Loche; Sara Lamnin; Vishal Trivedi
Cc: David Rizk; Damon Golubics; Maureen Conneely; Pat Siefers; Sonja Dal Bianco; Avinta Madhukansh; Yolanda Cruz
Subject: Letter from Julie Machado regarding proposed development of the former Mervyn's site
Attachments: JM Letter to Council re Mervyn's development Oct 2013.doc

Planning Commissioners,

Ms. Julie Machado has asked me to forward to you the attached letter regarding the proposed development of the former Mervyn's site by Integral Communities.

Regards,

Miriam Lens, CMC MPA

City Clerk

City of Hayward | Office of the City Clerk | 777 B Street | Hayward, CA 94541 |

☎ Phone: 510-583.4401 | ✉ Email: Miriam.lens@hayward-ca.gov

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From: Julie Machado
Sent: Tuesday, October 15, 2013 2:26 PM
To: Damon Golubics; CityClerk
Cc: Al and Kindra Mendall; Barbara Halliday; Barbara Halliday; Francisco Zermenio; Greg Jones; Mark Salinas; Marvin Peixoto; Michael Sweeney; Fran David
Subject:

Hi, all.

To the City Clerk: Please forward my attached comments on the proposed development of the former Mervyn's property by Integral Communities (Applicant) to the Planning Director, Planning Commission, and the Hayward City Council, per the public comment period which ends on Wed Oct 16.

To Damon Golubics: Please make sure that the Planning Director has my attached comments. The postcard I received says that comments should go to the Planning Director, but no contact information was given for him/her.

To everyone else, I would appreciate your sincere consideration of my attached comments regarding this project. I strongly urge you to remember your civic duty to carry through with City stated goals, in the form of long-term planning decisions, especially when they contradict short-term efforts by developers to maximize profits, which is what this proposed project does. Please see more in my attached letter.

Thank you,

Julie Machado

Julie Machado

October 13, 2013

Hayward City Council
777 B Street
Hayward, CA 94541

Dear City Council Members,

This letter is to let you know that I oppose the proposed development at the Mervyn's site for the following reasons:

- This site is **not zoned for housing**
 - Housing should be limited to 2nd floor and above
 - 1st floor of this site should be commercial or hotel use
- The requested use is **not consistent with City's General Plan**
 - Lots of people (citizens, staff, well paid consultants) provided input into the General Plan over an extended period of time – do we really want to ignore this hard work?
 - The City Council is currently planning on spending \$2+ million to update the General Plan – when we put this much effort and money into it, shouldn't we follow it?
 - Hayward has a history of spending lots of money on planning – and then ignoring the planning in order to allow a developer to make a quick buck, and to facilitate the appearance that “progress” (or “something”) is happening.
 - Developers had plenty of notice about what is allowed and what is not allowed for this site, and they chose to pursue an inappropriate project. This should not be rewarded.
- It would be in the best interest of citizens and Hayward to be patient and wait for a commercial project – **we need jobs, jobs, jobs, not housing!**
 - Development should be appropriate with zoning
 - Jobs are needed currently more than housing
 - There are very few large sites in Hayward useable for a company headquarters, a large hotel and conference center, etc – and this is one of them.
 - This site could be a “catalyst” for downtown, providing commercial space, jobs, activity – but this will not happen if it is developed into apartments or condos
- The City has an obligation to see that developers follow the City Plans and that development will not cost the City.

- Housing costs the City in infrastructure and does not bring in income such as sales taxes, hotel taxes, etc.
- Planning Commissioners and City Council Members should stand firm to protect our plans and visions, rather than “sell out” to developers who are making campaign contributions in order to pursue inappropriate projects. They are accountable to the public, and should make developers be accountable to zoning and planning decisions.
- Do we want to sell out to housing developers at all the rest of our large developable sites? What about the Holiday Bowl site at Industrial and Mission – should we put apartments or condos there, too?
- Where will the commercial go, if we don’t have sites left?
- **Do we want to give up on the vision of having a nice large hotel and conference center in Hayward?**
- Recent housing developments such as City Walk have not proved successful in either bringing people to shop downtown or in having quality housing – City Council people themselves have informed me of lots of problems regarding Section 8 rentals in these developments. We do not need more of these in downtown!

My own vision for this property is that it is ideal for a large hotel complex and convention center. The City has wanted such a complex for years, and in fact was going to place one just across Foothill behind the Safeway complex. The Mervyn’s site would be even more ideal, as it would not require crossing a major thoroughfare (Foothill) for guests to get to most downtown amenities. And now that you have torn down Centennial Hall, it is even more needed. I personally cannot believe that more energy has not been put into developing this property for a hotel-convention complex, something that most Council people have expressed desire for, for years.

But (here is my cynical side) I do understand that most of you would rather sell out for campaign contributions and quick “improvements”. If you approve this project, then that is what you are doing. Let us be clear that you will not be making a decision based on what would be best for Hayward long-term, based on planning, zoning, or quality of life.

I will not be voting for any council member who votes to approve this project.

Sincerely,

Julie Machado

From: Miriam Lens
Sent: Tuesday, October 15, 2013 4:05 PM
To: Dianne McDermott; Elisa Marquez; Mariellen Faria; Mary Lavelle; Rodney Loche; Sara Lamnin; Vishal J. Trivedi
Cc: David Rizk; Damon Golubics; Pat Siefers; Maureen Conneely; Yolanda Cruz; Avinta Madhukansh
Subject: Letter from Hayward Chamber of Commerce concerning the proposed development of the former Mervyn's site
Attachments: SKMBT_C65213101515560.pdf

Dear Planning Commissioners,

Mr. Kim Huggett has asked me to forward to you the attached letter dated October 10, 2013, concerning the proposed development of the former Mervyn's site, which is on the Planning Commission agenda for October 17, 2013.

Regards,

Miriam Lens, City Clerk

City Clerk

City of Hayward | Office of the City Clerk | 777 B Street | Hayward, CA 94541 |

☎ Phone: 510-583.4401 | ✉ Email: Miriam.lens@hayward-ca.gov

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**HAYWARD
CHAMBER of
COMMERCE**

October 10, 2013

Hayward Planning Commission
City of Hayward
777 B Street
Hayward, Calif, 94541

Commissioners,

On behalf of the Hayward Chamber of Commerce I would like to express full support for the proposed redevelopment of the former Mervyn's Headquarters at 22301 Foothill Blvd. by Integral Communities. Additional households from this new modern development will have a significant positive impact on downtown.

The chamber has worked closely with Integral Communities since early 2012. During that time Integral has hosted numerous informational meetings at their local office in downtown Hayward and I was personally responsible for the attendance of more than two dozen downtown business persons. We have yet to find a downtown business owner that does not support the project, including those along B Street as well as on Foothill Boulevard.

I have been told by downtown bank managers, restaurant owners, managers of retail stores, our historical society, our theatre complex manager, and countless other business owners and executives how this project will contribute to the rejuvenation of economic development downtown. At the Oct. 2 meeting of the Downtown Business Improvement Area Advisory Board, we heard from Marco Li Mandri, president of New City America, that "you rebuild downtown areas with residential." We heartily agree.

During 18 months of planning, Integral Communities has made several important changes to the site plan that are good for downtown Hayward and the city's economic development as a whole. The chamber's Government Relations Council and its Board of Directors are in support of the project, as well.

We urge the members of the Planning Commission to join us in supporting this positive development for the City of Hayward, its businesses, and residents.

Sincerely

Kim Huggett
President & CEO

From: Miriam Lens
Sent: Wednesday, October 16, 2013 9:16 AM
To: Dianne McDermott; Elisa Marquez; Mariellen Faria; Mary Lavelle; Rodney Loche; Sara Lamnin; Vishal J. Trivedi
Cc: David Rizk; Damon Golubics; Pat Siefers; Maureen Conneely; Sonja Dal Bianco; Avinta Madhukansh; Yolanda Cruz
Subject: Mervyn's Comments - Addendum

Dear Planning Commissioners,

Ms. Julie Machado has asked me to forward to you her email message dated October 15, 2013.

Regards,

Miriam Lens, City Clerk

City Clerk

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From: Julie Machado
Sent: Tuesday, October 15, 2013 5:42 PM
To: Al and Kindra Mendall; Barbara Halliday; Barbara Halliday; Francisco Zermeno; Greg Jones; Mark Salinas; Marvin Peixoto; Michael Sweeney; damon.golubic@hayward-ca.gov; CityClerk
Subject: Mervyn's Comments - Addendum

City Clerk Ms. Lens, please forward to the Planning Commission as well as the City Council and new Planning Director. This is an addendum to my previous contact.

Today at the Foothill Safeway, there were 2 aggressive petitioners trying to get people to sign a petition to allow housing at the former Mervyn's site. I am sure that they are being paid for by Integral Communities. These petitioners were not informed about what the Hayward General Plan requires or about the zoning for the area. Their push was about the property having been an "eyesore for 5 years", which was completely under the control of the developer who wishes to develop the property.

This is the oldest trick in the book - to let a property become run down so that people will allow development. But paid petitioners? Boy, they are desperate. Are you going to let this kind of underhanded activity to sway you??? They are presenting only a partial picture. Any signatures you receive on such a

petition are uninformed and potentially coerced, given the petitioners' aggressiveness. They are probably being paid per signature.

Don't buy it. Please.

Julie Machado

From: Miriam Lens
Sent: Wednesday, October 16, 2013 4:48 PM
To: Dianne McDermott; Elisa Marquez; Mariellen Faria; Mary Lavelle; Rodney Loche; Sara Lamnin; Vishal Trivedi
Cc: David Rizk; Damon Golubics; Maureen Conneely; Pat Siefers; Fran David; Sonja Dal Bianco; Avinta Madhukansh; Yolanda Cruz
Subject: RE: Integral Communities Proposal
Importance: High

Dear Planning Commissioners,

Senior Planner Damon Golubics has asked me to forward to you the information included below.

Regards,

Miriam Lens, City Clerk

City Clerk

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From: Damon Golubics
Sent: Wednesday, October 16, 2013 3:35 PM
To: Miriam Lens
Cc: Pat Siefers; David Rizk; Fran David; Michael Sweeney; Mark Salinas; Greg Jones; Al Mendall; Barbara Halliday; Francisco Zermeno - Forward; Marvin Peixoto; Sonja Dal Bianco
Subject: RE: Integral Communities Proposal

Hi Miriam:

Can you forward this e-mail to Planning Commission members before close of business today?

Thanks in advance for your help with this important request.

Best regards,

Damon

Damon Golubics
Senior Planner
City of Hayward - Development Services Department
Planning Division - Lobby Level
777 B Street
Hayward, CA 94541
Office: (510) 583-4200
Direct Line: (510) 583-4210
Fax: (510) 583-3649
E-mail: Damon.Golubics@hayward-ca.gov

From: Frank Goulart
Sent: Wednesday, October 16, 2013 3:14 PM
To: Damon Golubics
Cc: Miriam Lens; Pat Siefers; David Rizk; Fran David; Michael Sweeney; Mark Salinas; Greg Jones; Al Mendall; Barbara Halliday; Francisco Zermeno - Forward; Marvin Peixoto
Subject: Fw: Integral Communities Proposal

hi damon,

I left a message a few hours ago, so I thought I would follow up with an email.

our neighborhood passed a resolution about this project months ago, which we continue to stand by, even after multiple contacts with the developer. as you can see below, it was also forwarded to the city months ago. however, somehow it did not make it into the staff report for tomorrow night.

would you kindly correct this oversight?

thank you.

Frank Goulart
Secretary
Prospect Hill Neighborhood Association

----- Forwarded Message -----

From: Frank Goulart
To: michael sweeney <michael.sweeney@hayward-ca.gov>; Mark Salinas <mark.salinas@hayward-ca.gov>; al mendall <al.mendall@hayward-ca.gov>; marvin.peixoto@hayward-ca.gov; barbara halliday <barbara.halliday@hayward-ca.gov>; Francisco Zermeno <machetez@sbcglobal.net>; greg jones <greg.jones@hayward-ca.gov>
Sent: Wednesday, June 26, 2013 11:29 PM
Subject: Integral Communities Proposal
hello neighbors, hello city council members,

this is directed to the Hayward city council with blind copies to our neighbors.

the proposal came to our neighborhood association last fall as we were invited to the old Compton's restaurant to hear a presentation from Integral. after that meeting in the fall, the plans were modified slightly and Integral came to our neighborhood meeting in January to make a presentation at the Historic Linekin Building of the new proposal.

as a result the neighborhood came together and approved a resolution which is laid out below in an email to the city clerk last February. although there has been further discussion, even as recently as the june 15 meeting, there has been no change in the position of the prospect hill neighborhood association. there has been no change in the proposed

the planning commission was to take up the matter tomorrow evening; the meeting was to begin at 7 pm. the meeting is usually televised on local cable channel 15 and is streamed at the city of Hayward website which is Hayward-ca.gov. according to the city clerk at about 3:30 pm this afternoon the meeting has been cancelled. when I am alerted to the new date I will send out an update to the neighborhood.

I note that the resolution set forth below did not make the planning commission staff report. I would request that the resolution of the prospect hill neighborhood association be included in any future reports on this project.

frank goulart
secretary
prospect hill neighborhood association

At our meeting of February 16, 2013, the Prospect Hill Neighborhood Association took up the matter presented to us January 19, 2013 by Integral Communities for a proposed development at the Mervyn's/Capwell's site.

"Mervyn's/Capwell's Project: By unanimous vote, the Board (and the association members present) approved the following Resolution:

Best regards,

Frank Goulart
Secretary
Prospect Hill Neighborhood Association